

**Amendments to the Claims**

Please amend claims 1, 10, and 12. Please add new claims 17-22. The Claim Listing below will replace all prior versions of the claims in the application:

**Claim Listing**

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1. (Currently amended) A system for targeting content to network devices over a data network, comprising:
- a profile store that stores user profiles for plural network devices, each user profile including user and device addressing information;
  - the profile store storing a group profile that includes attributes for targeting content;
  - a content store for storing content that is associated with the group profile;
  - a system manager matching the user profiles to the group profile to target the content to one or more of the plural network devices;
  - the system manager generating individual scheduling messages for the targeted network devices from the device addressing information of the matched user profiles, the messages scheduling download and activation of the content; and
  - the system manager initiating delivery of the scheduling messages to the targeted network devices to cause the targeted network devices to download and activate the content according to the scheduling messages; and
  - ~~the targeted network devices downloading and activating the content according to the scheduling messages.~~
2. (Canceled)
3. (Original) A system as recited in Claim 1, further comprising:
- a bulk data transfer manager that has access to the content store; and
  - a bulk data transfer agent executing in the network devices that requests the content from the bulk data transfer manager, the bulk data transfer manager downloading

the content from the content store to the bulk data transfer agent, which stores the content on the network device.

4. (Original) A system as recited in Claim 3, further comprising a system agent, executing in the network device, the system manager requesting the system agent to download the content; and the system agent requesting the bulk data transfer agent to download the content from the bulk data transfer manager.
5. (Original) A system as recited in Claim 1, further comprising a management console that provides an interface for an advertiser to identify content for deployment on the network devices and group profile information to which the content is to be sent.
6. (Original) A system as recited in Claim 1, further comprising:  
a logging agent executing on the network device for gathering user information, the gathered user information being stored as user profile information associated with the network device.
7. (Original) A system as recited in Claim 1, wherein the content is displayed on a television display device of the targeted network devices based on activation criteria.
8. (Original) A system as recited in Claim 1, further comprising a promotion notification agent executing on the network device; wherein the downloaded content is activated in response to an event.
9. (Previously presented) A system as recited in Claim 8, wherein the event is defined in response to a selected channel for a television display device.

10. (Currently amended) A method for targeting content to network devices over a data network, comprising:

storing user profiles for plural network devices, each user profile including user and device addressing information;

storing a group profile that includes attributes for targeting content;

matching the user profiles to the group profile to target the content to one or more of the plural devices;

generating individual scheduling messages for the targeted network devices from the device addressing information of the matched user profiles, the messages scheduling download and activation of the content; and

initiating delivery of the scheduling messages to the targeted network devices to cause the targeted network devices to download and activate the content according to the scheduling messages; and

~~— downloading and activating the content by the targeted network devices according to the scheduling messages.~~

11. (Canceled)

12. (Currently amended) A method as recited in Claim [[11]] 10, further comprising:

a bulk data transfer manager accessing a content store; and

a bulk data transfer agent requesting the content from the bulk data transfer manager.

13. (Original) A method as recited in Claim 10, further comprising providing an interface for an advertiser to identify group profile information to which the content is to be sent.

14. (Original) A method as recited in Claim 10, further comprising:

gathering user information on the network device; and

storing the user information as user profile information associated with the network device.

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15. (Original) A method as recited in Claim 10, further comprising displaying the content on a television display device of the targeted network devices based on activation criteria.
16. (Original) A method as recited in Claim 10, further comprising displaying the content on a television display device of the targeted network devices in response to detection of an advertiser specified event.
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17. (New) The system of claim 1 wherein the individual scheduling messages schedule activation of the downloaded content at a predetermined date and time.
18. (New) The system of claim 1 wherein the individual scheduling messages schedule activation of the downloaded content in response to an event.
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19. (New) The system of claim 1 wherein the individual scheduling messages schedule activation of the downloaded content in response to a start message from the system manager.
20. (New) The method of claim 10 wherein the individual scheduling messages schedule activation of the downloaded content at a predetermined date and time.
21. (New) The method of claim 10 wherein the individual scheduling messages schedule activation of the downloaded content in response to an event.
22. (New) The method of claim 10 wherein the individual scheduling messages schedule activation of the downloaded content in response to a start message.
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